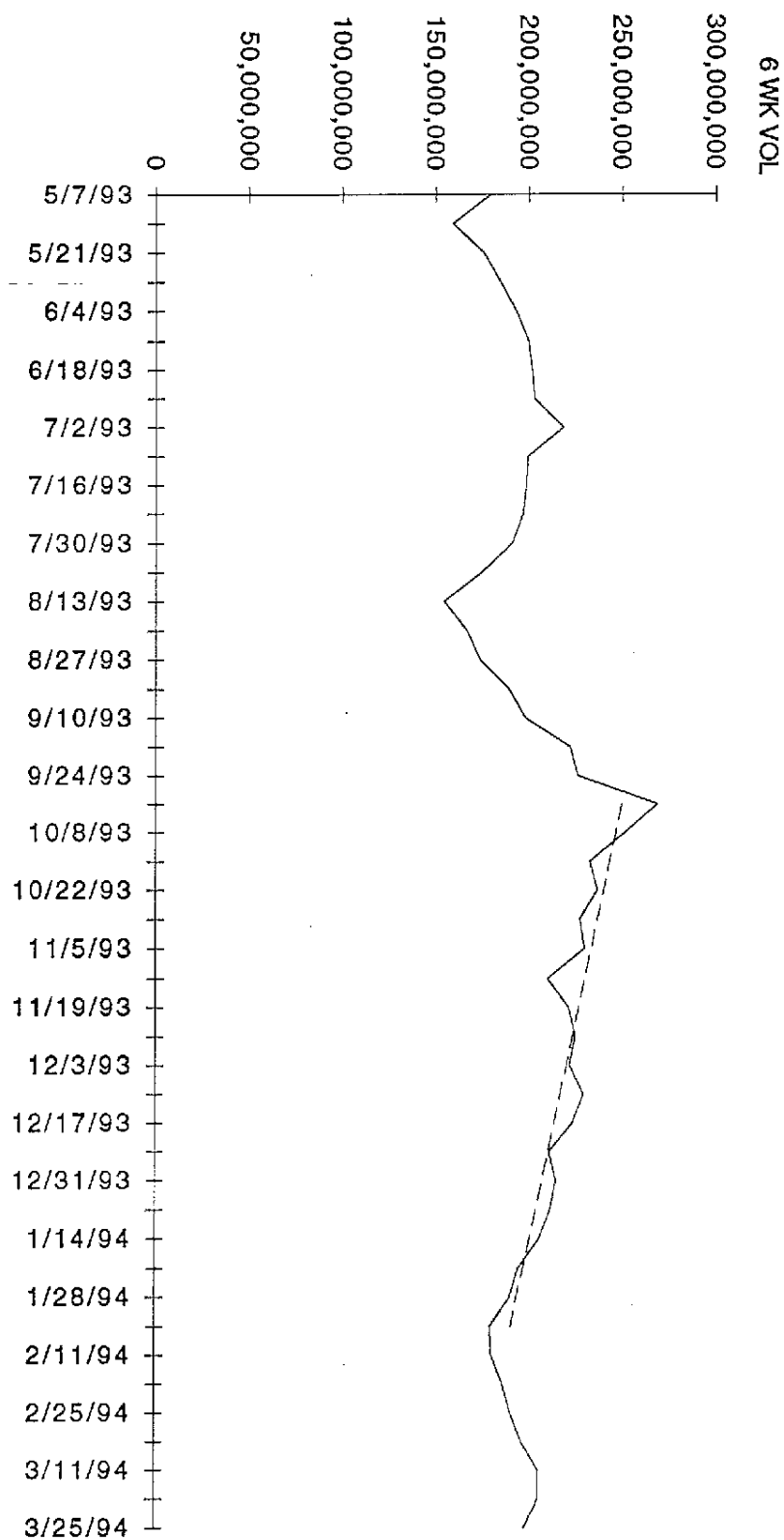


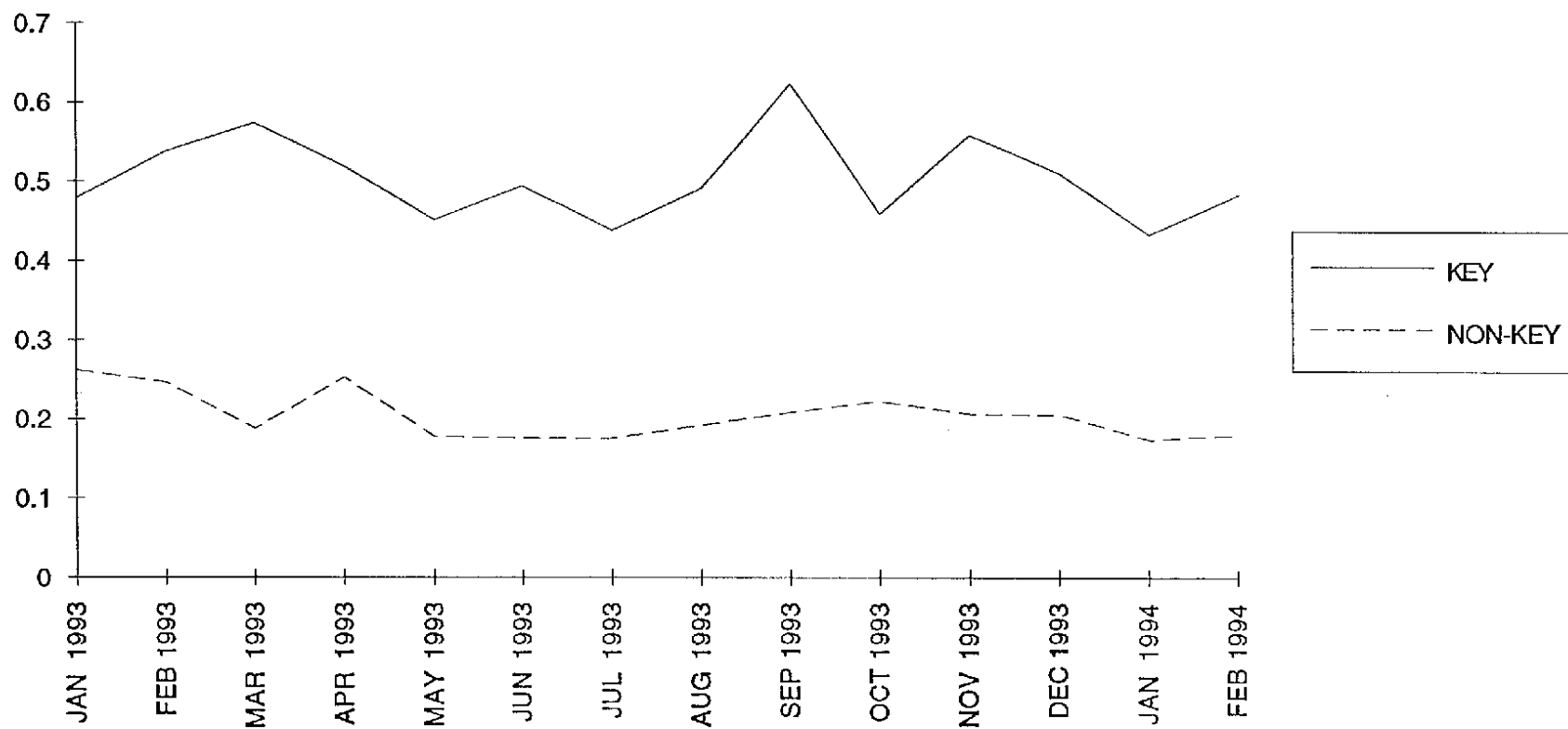
EVIDENCE THAT THE "PINNOCHIO" PLAN IS WORKING

- **ALPINE VOLUME HAS IMPROVED SINCE LATE JANUARY**
- **IN THE WEEKS IMMEDIATELY FOLLOWING FSIS, SHARE IN DROP MARKETS HAS IMPROVED. (+0.07 AND +0.09 FOR THE JANUARY AND FEBRUARY DROPS RESPECTIVELY.)**
- **OF THE 124,000 DEFENSIVE SMOKERS MAILED 2/18, 1.8% HAVE RESPONDED TO CONTINUITY OFFERS AS OF 3/26. THIS COMPARES FAVORABLY TO THE 0.07% RESPONSE IN THE MARCH 1993 PROGRAM.**

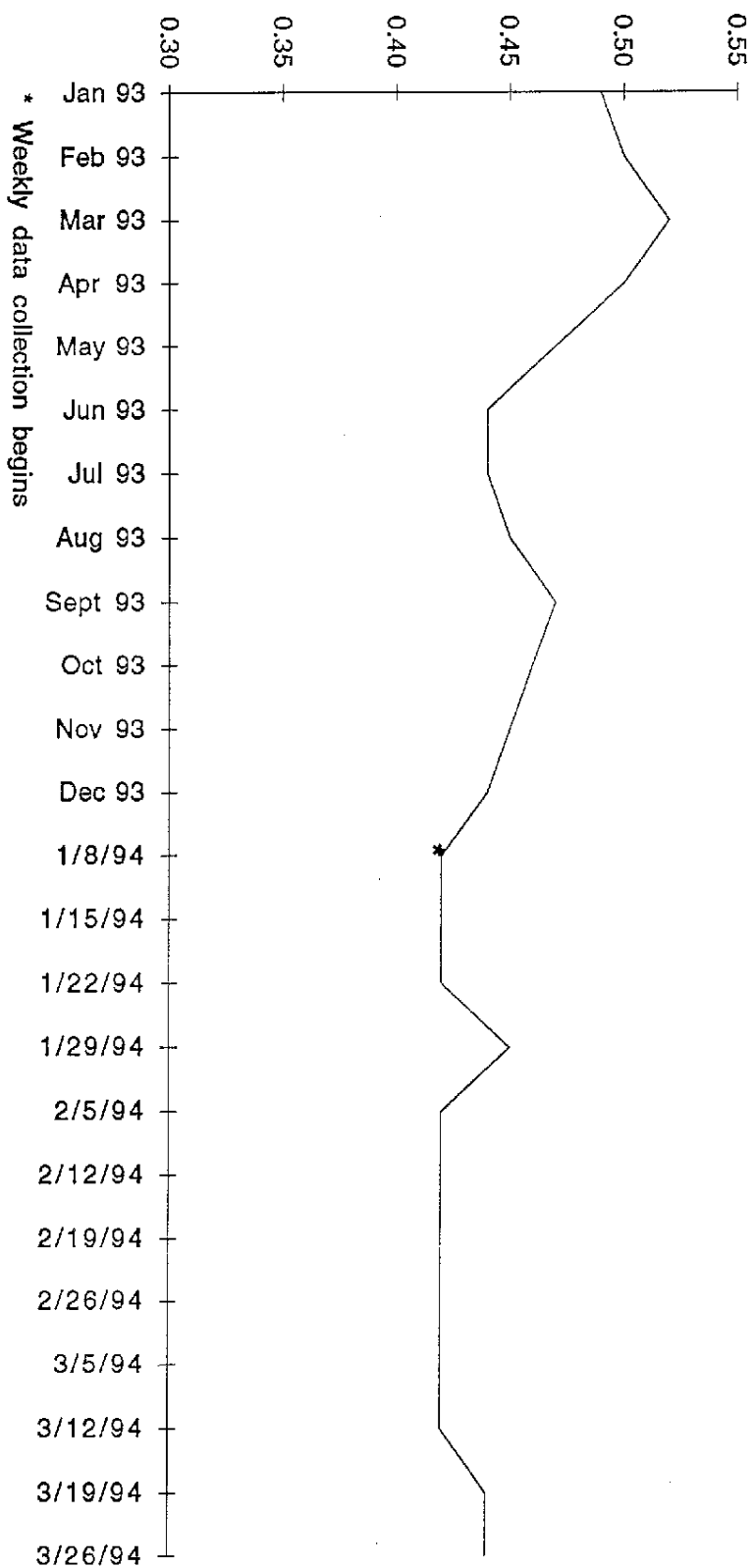
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**IT IS TOO EARLY TO DETERMINE IF THE PLAN HAS HELPED STABILIZE
ALPINE SHIPMENT SHARE**



According to Nielsen data across all trade classes, Alpine's share erosion has stopped in 1994.



**ALPINE VOLUME, WHICH HAD BEEN TRENDING DOWNWARDS SINCE
SEPTEMBER '93 HAS BEEN FLAT SINCE FEBRUARY.**

